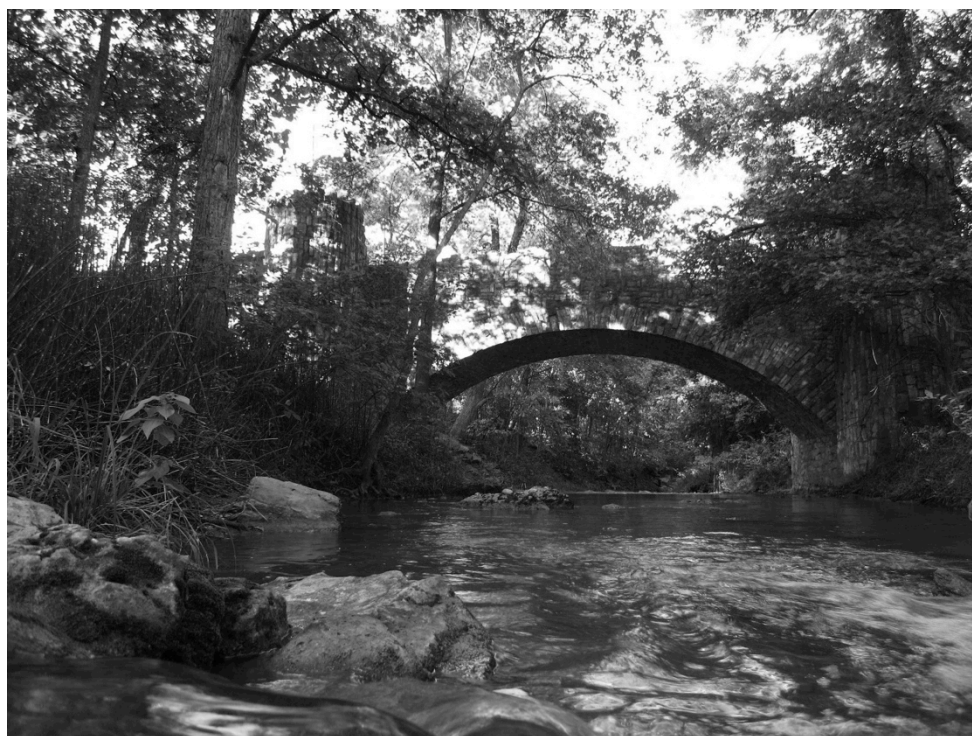




**Social Science Division
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Chickasaw National Recreation Area Visitor Study



**United States Department of the Interior****NATIONAL PARK SERVICE**

Chickasaw National Recreation Area
1008 West Second
Sulphur, Oklahoma 73086



IN REPLY REFER TO:

June 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Chickasaw National Recreation Area. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,





Bruce Noble

Bruce Noble
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Chickasaw National Recreation Area. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; lenale@uidaho.edu (email).

Your Visit To Chickasaw National Recreation Area

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. Prior to this visit, was anyone in your personal group aware that Chickasaw NRA is a unit of the National Park System?

☐ Yes ☐ No

2. a) Were **all** members in your personal group residents of the Chickasaw NRA area (within 50 miles of the park)?

☐ No ☐ Yes → **Go to Question 3**

- b) Was visiting Chickasaw NRA the primary reason that nonresident members in your personal group came to the area (within 50 miles of the park)?

☐ No ☐ Yes

- c) For nonresidents members in your personal group, what was the method of transportation used to travel most of the distance from home to the Chickasaw NRA area (within 50 miles of the park)? Please mark (●) **one**.

☐ Car ☐ Motorcycle ☐ SUV/truck/van

☐ Motorhome ☐ Airplane

☐ Other (Please specify) _____

3. a) For you only, if you had been unable to visit Chickasaw NRA on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 4**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home _____

– OR –

Location _____
(Place, city, & state)

☐ Vacationed at home

☐ Gone to work at my regular job

☐ Not sure/none of these

4. How long did your personal group spend visiting Chickasaw NRA? Please list partial hours/days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Number of hours **if less than 24 hours**

- OR -

_____ Number of days **if 24 hours or more**

5. a) On this visit, in which activities did your personal group participate within Chickasaw NRA? Please mark (●) **all** that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Biking
<input type="radio"/>	<input type="radio"/>	Boating
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Family reunion
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Hunting
<input type="radio"/>	<input type="radio"/>	Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Nature study (birdwatching, wildlife viewing, stargazing, etc.)
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Swimming
<input type="radio"/>	<input type="radio"/>	Walking/hiking
<input type="radio"/>	<input type="radio"/>	Waterskiing
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

- c) Which one of the above activities was the **primary** reason your personal group visited Chickasaw NRA on this visit? Please list **one**.

6. a) On this trip, did anyone in your personal group stay overnight away from their **permanent residence** either inside Chickasaw NRA or in the nearby area (within 50 miles of the park)?

☐ Yes

☐ No → **Go to Question 7**

- b) If YES, how many nights were spent in Chickasaw NRA and the area within 50 miles of the park. If you did not stay overnight in the park or area, please write "0."

_____ Number of nights inside Chickasaw NRA

_____ Number of nights outside the park in the area

- c) & d) In which types of accommodations did your personal group spend the night(s) in Chickasaw NRA or in the area within 50 miles of the park? Please mark (●) **all** that apply.

c) Inside park	d) Outside park (within 50 miles)	Accommodation
<input type="radio"/>	<input type="radio"/>	Lodge, hotel, motel, vacation rental, B&B, etc.
<input type="radio"/>	<input type="radio"/>	RV/trailer camping
<input type="radio"/>	<input type="radio"/>	Tent camping in developed campground
n/a	<input type="radio"/>	Personal seasonal residence
n/a	<input type="radio"/>	Residence of friends or relatives
<input type="radio"/>	n/a	Other (Specify) _____
n/a	<input type="radio"/>	Other (Specify) _____

7. a) Which services, specifically related to this park visit, did your personal group use in the "gateway" communities of Sulphur, Davis, Ada, and Ardmore? Please mark (●) **all** that apply.

☐ Did not use any services → **Go to part 7c**

☐ Obtain information about Chickasaw NRA

☐ Buy gasoline

☐ Obtain other travel/tourism information

☐ Eat a meal

☐ Stay overnight in a hotel, motel, etc.

☐ Shop

☐ Stay overnight in a RV park/campground

☐ Other (Please specify) _____

b) Do you have any comments about the above services?

Service (List)	Comment (Please be specific)
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

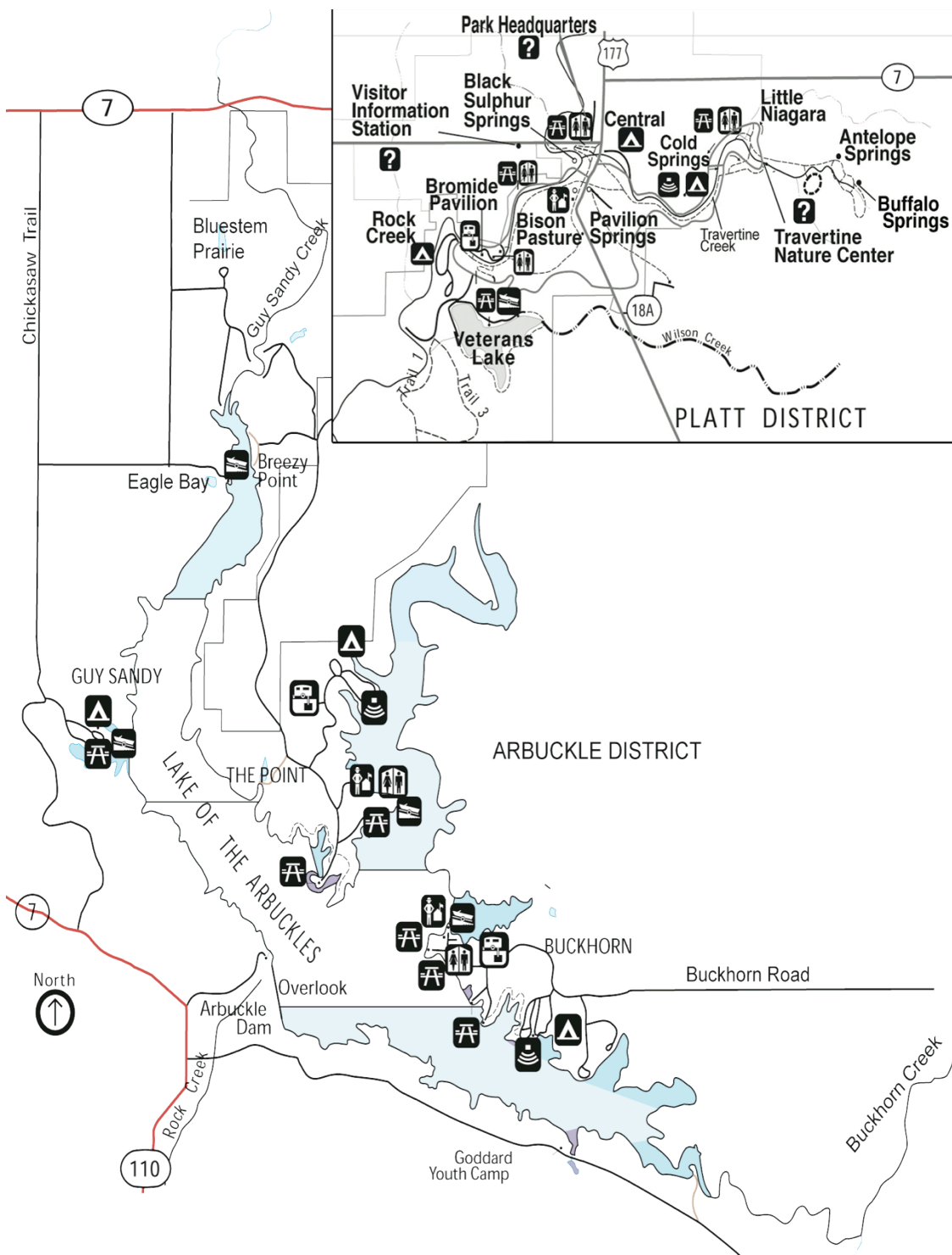
c) What services, if any, did your personal group need that were not available in these communities? Please be specific.

8. It is the National Park Service's responsibility to protect Chickasaw NRA's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Endangered species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Indian culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What was your personal group's primary destination on this trip?

☐ Chickasaw NRA - **OR** - Location _____
(Place, city, & state)



10. a) On this visit, did your personal group drive a recreational vehicle to Chickasaw NRA?

☐ Yes

☐ No → Go to part c of this question

b) If YES, how long was it? _____ Number of feet

c) On this visit, was anyone in your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

☐ Yes ☐ No → **Go to Question 11**

d) If YES, how long was the vehicle in tow? _____ Number of feet

11. For this visit, please mark (●) **all** the sites your personal group visited at Chickasaw NRA. Use the map on the previous page to help you locate the areas you visited.

a) Platt District	b) Arbuckle District
<input type="radio"/> Buffalo Springs	<input type="radio"/> Eagle Bay
<input type="radio"/> Antelope Springs	<input type="radio"/> Guy Sandy
<input type="radio"/> Little Niagara	<input type="radio"/> Lake of the Arbuckles
<input type="radio"/> Travertine Nature Center	<input type="radio"/> The Point
<input type="radio"/> Pavilion Springs	<input type="radio"/> Overlook
<input type="radio"/> Black Sulphur Springs	<input type="radio"/> Arbuckle Dam
<input type="radio"/> Bison Pasture	<input type="radio"/> Buckhorn
<input type="radio"/> Veterans Lake	<input type="radio"/> Goddard Youth Camp
<input type="radio"/> Historic buildings	<input type="radio"/> Historic buildings
<input type="radio"/> Ranger stations	<input type="radio"/> Ranger stations
<input type="radio"/> Picnic areas	<input type="radio"/> Picnic areas
<input type="radio"/> Swimming areas without lifeguards	<input type="radio"/> Swimming areas without lifeguards
<input type="radio"/> Boat launches	<input type="radio"/> Boat launches
<input type="radio"/> Hiking trails	<input type="radio"/> Hiking trails
<input type="radio"/> Campgrounds	<input type="radio"/> Campgrounds
<input type="radio"/> Other (Please specify below) _____	<input type="radio"/> Other (Please specify below) _____

12. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Chickasaw NRA during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Information service/facility used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Nature Center living exhibits	_____	_____
<input type="radio"/> Nature Center exhibits (other than living)	_____	_____
<input type="radio"/> Nature Center information desk	_____	_____
<input type="radio"/> Nature Center sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/chic (used before or during visit)	_____	_____
<input type="radio"/> Ranger-led tours/programs	_____	_____
<input type="radio"/> Roving rangers	_____	_____
<input type="radio"/> Self-guided trail brochures/booklets	_____	_____
<input type="radio"/> Trailhead bulletin boards/signs	_____	_____
<input type="radio"/> Trailside/roadside exhibits	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Visitor information station at Sulphur Chamber of Commerce	_____	_____

13. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Chickasaw NRA during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor service/facility used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Access for disabled persons	_____	_____
<input type="radio"/> Boat launches	_____	_____
<input type="radio"/> Campgrounds	_____	_____
<input type="radio"/> Day use areas	_____	_____
<input type="radio"/> Directional signs (in park)	_____	_____
<input type="radio"/> Directional signs (outside park)	_____	_____
<input type="radio"/> Hiking/biking trails	_____	_____
<input type="radio"/> Parking	_____	_____
<input type="radio"/> Park overlooks/scenic views	_____	_____
<input type="radio"/> Picnic areas	_____	_____
<input type="radio"/> Portable toilets/pit toilets	_____	_____
<input type="radio"/> Ranger stations	_____	_____
<input type="radio"/> Restrooms	_____	_____

14. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickasaw NRA during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. When visiting an area such as Chickasaw NRA, what language(s) do most members of your personal group prefer to use for the following?

a) Speaking ☐ English ☐ Other (Specify) _____

b) Reading ☐ English ☐ Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

☐ Service (Specify) _____ - OR - ☐ None

16. For your personal group, please estimate expenditures for the items listed below for this visit to Chickasaw NRA and the surrounding **area** (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Chickasaw NRA.

b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Chickasaw NRA.

	EXPENDITURES	
	a) Inside park	b) Outside park
Did not spent any money	<input type="radio"/>	<input type="radio"/>
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Boat, kayak, canoe rental & launch fees	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if no children were covered by expenditures.

17. If you were to visit Chickasaw NRA in the future, which commercial services would your personal group like to have available? Please mark (●) **all** that apply.

☐ Not interested in using commercial services → **Go to Question 18**

☐ Bait/tackle shop

☐ Camper store

☐ Bike rentals

☐ Horseback riding

☐ Boat tours

☐ Motorboat rental

☐ Cabin or lodge

☐ Sit-down restaurant

☐ Small boat rental (canoe/kayak)

☐ Takeout food service

☐ Marina services (gas, oil, boating supplies)

☐ Other (Please specify) _____

18. If you were to visit in the future, which subjects would your personal group prefer to learn about at Chickasaw NRA? Please mark (●) **all** that apply.

☐ Not interested in learning about park → **Go to Question 19**

☐ Civilian Conservation Corps

☐ Geology

☐ Native American heritage

☐ Recreational opportunities

☐ Natural history/ecology

☐ Water resources

☐ Conservation and environmental stewardship

☐ Other (Please specify) _____

19. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

a) Commercial guided tour group

☐ Yes

☐ No

b) School/educational group

☐ Yes

☐ No

c) Other (Please specify below)

☐ Yes

☐ No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

20. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

- ☐ Alone
 ☐ Friends
☐ Family
 ☐ Family and friends
☐ Other (Please specify) _____

- b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people in personal group

- c) On this visit, how many vehicles did your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

- d) On this visit, how many times did your personal group enter Chickasaw NRA during your stay in the area (within 50 miles of the park)?

_____ Number of entries

21. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave it blank).

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits to this park including this visit
				Past 12 months Lifetime (Please circle one)
Yourself	_____	_____	_____	1 2-10 11-20 21 or more
Member #2	_____	_____	_____	1 2-10 11-20 21 or more
Member #3	_____	_____	_____	1 2-10 11-20 21 or more
Member #4	_____	_____	_____	1 2-10 11-20 21 or more
Member #5	_____	_____	_____	1 2-10 11-20 21 or more
Member #6	_____	_____	_____	1 2-10 11-20 21 or more
Member #7	_____	_____	_____	1 2-10 11-20 21 or more

22. a) For you only, which category best represents your annual **household** income? Please mark (●) **only one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in your household? _____ Number of people

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

☐ None - **OR** - Enter the amount forgone \$ _____

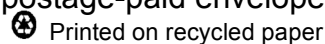
23. a) What did your personal group like **most** about your visit to Chickasaw NRA?

b) What did your personal group like **least** about your visit to Chickasaw NRA?

24. If you were a manager planning for the future of Chickasaw NRA what would your personal group propose?

25. Is there anything else your personal group would like to tell us about your visit to Chickasaw NRA?

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.



OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

